

## Message Text

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ACTION COME-00

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R 212315Z JUL 78  
FM AMEMBASSY OTTAWA  
TO SECSTATE WASHDC 8153  
INFO AMCONSUL MONTREAL  
AMCONSUL CALGARY POUCH  
AMCONSUL HALIFAX POUCH  
AMCONSUL TORONTO POUCH  
AMCONSUL VANCOUVER POUCH  
AMCONSUL WINNIPEG POUCH

UNCLAS SECTION 1 OF 2 OTTAWA 3672

E.O. 11652: N/A  
TAGS: BEXP, CA  
SUBJECT: COUNTRY COMMERCIAL PROGRAM - THIRD QUARTER  
FY 1978 PROGRESS REPORT

REF: OTTAWA 2153

1. SUMMARY. WITH ONE EXCEPTION, CAMPAIGN #2, ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT, WHERE NO TRADE OPPORTUNITIES WERE DEVELOPED BY TORNOT, TARGETS FOR ALL CAMPAIGNS WERE MET OR EXCEEDED. UNDER CAMPAIGNS 4, 6, 7 AND 8, 149 PERSONAL CALLS WERE MADE (90 TARGETED) WHICH RESULTED IN 40 TOPS AND 3 JOINT VENTURES. UNDER CAMPAIGN #10, VANCOUVER CONTINUED ITS ACTIVE SUPPORT OF USTS BUSINESS TRAVEL PROMOTION BY SELECTIVE MAILING OF BROCHURES TO 340 COMPANIES RELATING TO SIX TRADE SHOWS. WITH MINOR EXCEPTIONS, VANCOUVER HAS COMPLETED ALL ACTIONS CONTEMPLATED UNDER FY 78 CCP. TORONTO AND VANCOUVER CONTINUED ACTIVE SUPPORT OF REGIONAL EXPORT PROMOTION ACTIVITIES OF COMMERCE FILED OFFICES. MONTREAL NOTED THERE IS NO INTEREST ON PART OF QUEBEC MANUFACTURERS IN ABSTRACT DISCUSSION OF LICENSING  
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AND JOINT VENTURES AND REITERATED ITS REQUEST FOR SPECIFIC PROPOSALS AS WELL AS MAKING OTHER SPECIFIC RECOMMENDATIONS.  
END SUMMARY.

2. BASED ON REPORTS SUBMITTED BY COMMERCIAL OFFICERS AT CALGARY, MONTREAL, TORONTO AND VANCOUVER, THE FOLLOWING RESULTS WERE ACHIEVED WITH RESPECT TO CAMPAIGN ACTIVITIES:

(A) CALGARY - CAMPAIGNS 6 AND 8 - PERSONAL CALL AND TOP TARGETS ON SCHEDULE. DETERMINED CANADIAN CHEMICAL AND PROCESS EQUIPMENT EXHIBITION WILL BE HELD IN TORONTO, OCTOBER 17-19, 1978.

(B) MONTREAL - CAMPAIGNS 1, 3, 5 AND 9 - ALL CUMULATIVE GOALS HAVE BEEN MET. CAMPAIGN #1 - CANADIAN PLANT ENGINEERING AND INDUSTRIAL EQUIPMENT SHOW (MAY 30-JUNE 2) WAS A BROAD BASED, HORIZONTAL SHOW WITH NO PARTICULAR FOCUS EXCEPT FOR ACCOMPANYING SEMINAR WHICH CONCENTRATED ON ENERGY PROBLEMS. AMONG THE MORE THAN 200 EXHIBITORS, U.S. COMPANIES WERE HEAVILY REPRESENTED, BOTH DIRECTLY AND THROUGH SUBSIDIARIES AND AGENTS. THE HALF-DOZEN OR SO QUEBEC-BASED INDEPENDENT EXHIBITORS IN THE PROCESS CONTROL FIELD WERE ALREADY KNOWN TO MONTREAL. THE COMMENTS REGARDING LICENSING AND JOINT VENTURE PROPOSALS CONTAINED IN PARAGRAPH 2 OF MONTREAL 861 APPLY ALSO TO CAMPAIGNS 1, 3, 5 AND 9. THERE IS JUST NO INTEREST ON THE PART OF QUEBEC MANUFACTURERS IN ABSTRACT DISCUSSION OF LICENSING AND JOINT VENTURES. HENCE MONTREAL'S REQUEST FOR SPECIFIC PROPOSALS. A REPLY NOT YET RECEIVED TO MONTREAL 861. CAMPAIGN #9 - THERE ARE 12 MANUFACTURERS OF BUSINESS EQUIPMENT IN THE PROVINCE, ABOUT ONE-HALF OF THEM U.S. SUBSIDIARIES, PLUS ONE MANUFACTURER OF CLOSED CIRCUIT SECURITY SYSTEM AND APPROXIMATELY 17 MANUFACTURERS, UNCLASSIFIED

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INCLUDING U.S. SUBSIDIARIES, OF LOCKS OF ALL TYPES. MONTREAL BELIEVES THIS SMALL UNIVERSE MIGHT YIELD 8 TO 10 WORTHWHILE CONTACTS FOR LICENSING/JOINT VENTURE OPPORTUNITIES (IF SOME OPPORTUNITIES WERE IN HAND). SUGGEST THAT CCP 78 TARGET FOR CAMPAIGN #9 BE REDUCED FROM 20 TO 10.

(C) TORONTO - DID NOT SUBMIT ANY TO'S UNDER CAMPAIGN #2 BUT DID COMPLETE ONE ADS. ELECTRO '78 PROMOTED THROUGH ELECTRIC AND ELECTRONIC MANUFACTURERS ASSOCIATION BUT PROPOSED "CNADA" RECEPTION CANCELLED DUE TO INABILITY OF USDOC BOSTON ARRANGE FINANCIAL SPONSORSHIP. ELECTRONICS INDUSTRY TORONTO AREA WELL REPRESENTED AT SHOW THROUGH PAVILLION SPONSORED BY ONTARIO MINISTRY OF INDUSTRY.

(D) VANCOUVER - CAMPAIGNS 4 AND 7 - MORE THAN DOUBLED PERSONAL CALL TARGETS RESULTING IN 16 TO'S AND THREE JOINT VENTURE OPPORTUNITIES. UNABLE PROMOTE POLLUTION ENGINEERING EXPO AND CONGRESS, ATLANTA, GEORGIA, BECAUSE INFORMATIONAL BROCHURES NOT RECEIVED.

(E) CALGARY AND MONTREAL RESPECTIVELY SUBMITTED SEVEN

AND SIX NON-CCP TRADE OPPORTUNITIES.

(F) UNDER CAMPAIGN #10, VANCOUVER CONTINUED ITS ACTIVE SUPPORT OF USTS BUSINESS TRAVEL PROMOTION BY SELECTIVE MAILING OF BROCHURES TO 340 COMPANIES COVERING NATIONAL WATER SUPPLY IMPROVEMENT ASSOCIATION SHOW, THE NATIONAL HARDWARE SHOW, THE MATERIALS HANDLING SHOW, THE INTERNATIONAL CONSUMER ELECTRONICS SHOW, THE INTERNATIONAL MACHINE TOOL SHOW, AND THE AMERICAN HOSPITAL ASSOCIATION SHOW.

3. ACTIVITY #1 - REGIONAL TRADE PROMOTION - TORONTO PARTICIPATED IN BUFFALO DISTRICT OFFICE EXPORT DEVELOPMENT SEMINAR (A-45); ALSO PROVIDED VENUE FOR PROMOTION NEW YORK UNCLASSIFIED

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STATE WINE (A-46); BUSINESS COUNSELLING EXTENDED TO THREE FIRMS IN BUFFALO, CLEVELAND, AND PITTSBURGH DISTRICTS. COMMERCIAL OFFICER VANCOUVER PARTICIPATED TWO REGIONAL TRADE SEMINARS IN SEATTLE, WASHINGTON AND BOISE, IDAHO, ATTENDED BY TOTAL OVER 130 PERSONS (A-8 AND A-13).

4. ACTIVITY #2 - INVESTMENT PROTECTION AND FACILITATION - MONTREAL CONTINUES TO REPORT QUEBEC GOVERNMENT ACTIONS WHICH MAY AFFECT U.S. COMMERCIAL INTERESTS IN SUCH AREAS AS PROVINCIAL PURCHASING POLICY, CONSTRUCTION, AUTO INSURANCE, ASBESTOS LEGISLATION, LANGUAGE POLICY, INVESTMENT OF INSURANCE PREMIUMS, PULP AND PAPER, AVIATION, COMMUNICATIONS, MOVIES AND IMPORTS--SEE, FOR EXAMPLE, MONTREAL 423, MARCH 2; 442, MARCH 3; 447, MARCH 6; 456, MARCH 7; 648, 657 AND 658, APRIL 7; 846, APRIL 27; 890, MAY 3; 977, MAY 15; 987, MAY 16; 1015, MAY 18; 1053, MAY 26; 1054, MAY 26 AND 1142, JUNE 7.

5. ACTIVITY #3 - MAJOR EXPORT PROJECTS/PRODUCTS - FOLLOWING REPORTS SUBMITTED BY CALGARY, TORONTO AND VANCOUVER; MONTREAL DID NOT SUBMIT ANY REPORTS DURING THIRD QUARTER: CALGARY - A-12 - ALBERTA DRILLING ACTIVITY AND MARKET FOR U.S. DRILLING RIGS. TORONTO - ONTARIO HYDRO INVESTMENT PROGRAM, PROCUREMENT IN U.S. AND BUILDING PROGRAM - A-52, A-50 AND A-44; ONAKAWANA LIGNITE PROJECT - A-40 AND STEEP ROCK IRON MINES - A-34. VANCOUVER - A-10 - SURVEY, DESIGN, AND CONSTRUCTION OPPORTUNITIES ASSOCIATED WITH SHAKWAK PROJECT IN YUKON.

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6. ACTIVITY #4 - REVERSE INVESTMENT - VANCOUVER CONTINUED  
TO GIVE ADVICE AND ASSISTANCE TO CANADIAN INVESTORS AND  
STATE INVESTMENT PROMOTION AGENCIES.

7. ACTIVITY #5 - ASSIST U.S. FIRMS IN OPENING NEW  
MARKETS FOR BUILDING EQUIPMENT AND MATERIALS - COMMERCE  
AMERICA ARTICLE WAS ORIGINALLY PROPOSED IN 1977 TO SERVE  
AS THE OPENING GUN FOR ANY FY 1979 CCP CAMPAIGN FOR  
BUILDING MATERIALS AND EQUIPMENT. HOWEVER, IN 376 OF  
FEBRUARY 22, 1978, MONTREAL RECOMMENDED POSTPONING THIS  
CAMPAIGN UNTIL FY 1980 BECAUSE OF THE EXTREMELY DEPRESSED  
CONDITION OF THE CONSTRUCTION INDUSTRY IN QUEBEC. THERE  
HAS BEEN NO CHANGE IN THAT SITUATION. THE ARTICLE WOULD  
SERVE NO PURPOSE AT THIS POINT, AND MONTREAL RECOMMENDS  
THAT IT BE POSTPONED FOR ONE YEAR.

8. ACTIVITY #6 - JOINT PROJECT FACILITATION - TORONTO  
SUBMITTED ANNOTATED LIST OF CONSULTING ENGINEERS (A-51)  
WHILE VANCOUVER SUBMITTED LIST OF 12 CONSTRUCTION FIRMS  
INTERESTED IN JOINT VENTURES AS WELL AS PROVINCIAL  
DIRECTORY OF BRITISH COLUMBIA CONSULTING FIRMS (A-10).  
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THE 1977-78 GUIDE TO THE CONSTRUCTION INDUSTRY PUBLISHED  
BY THE CONSTRUCTION ASSOCIATION OF MONTREAL AND THE  
PROVINCE OF QUEBEC WAS FORWARDED TO USDOC BY MONTREAL  
UNDER COVER OF A MAY 2, 1978 TRANSMITTAL SLIP.

9. ACTIVITY #7 - COUNTERING PROTECTIONIST TENDENCIES -  
AUTO PACT, TORONTO 610; ONTARIO MTN POLICY, TORONTO 570;  
ONTARIO "BUY CANADIAN" POLICY, TORONTO 1141; FLORENCE  
AGREEMENT, OTTAWA 2403; GATT ARTICLE 28 CONSULTATIONS  
WITH CANADA RE FRUITS AND VEGETABLES, OTTAWA 2769;  
CANADIAN PLANS FOR AUTO INVESTMENT INDUCEMENTS, OTTAWA  
2671; DE MARCHE ON CANADIAN RESTRUCTURING OF FRUIT AND  
VEGETABLE TARIFFS, OTTAWA 2406; EXPANSION OF DUTY  
REMISSION SCHEME FOR AUTO PARTS, OTTAWA 2109; ARTICLE 19  
CONSULTATIONS WITH GOC RE FOOTWEAR QUOTAS, OTTAWA 2473.

10. ACTIVITY #8 - FOREIGN TRADERS INDEX - MONTREAL  
COMPLETED UPDATING 1971 FTI LIST OF 175 COMPANIES ON MAY  
31. IN JUNE RECEIVED THE 1972 FTI LIST OF 166 COMPANIES  
AND IS STILL ENGAGED IN UPDATING IT. TORONTO SUBMITTED  
180 FTI UPDATE ENTRIES ON MAY 31 AND IS ENGAGED IN  
UPDATING 205 ENTRIES SUBSEQUENTLY RECEIVED.

11. MONTREAL AND TORONTO COMMENTED ON EXTREMELY HEAVY  
INCREASE IN ADS REQUESTS. MONTREAL INTENDS EXPERIMENT  
WITH 45-DAY DEADLINE UNTIL SUCH TIME AS BACKLOG IS  
ELIMINATED OR THERE IS A LEVELLING OFF OF NEW REQUESTS  
AND SUGGESTS COMMERCE DISTRICT OFFICES BRING THIS  
TEMPORARY CHANGE TO ATTENTION OF ANY U.S. FIRMS APPLYING  
FOR AN ADS IN QUEBEC. TORONTO PROPOSES A LESS PERSONALIZED  
APPROACH IN ORDER TO KEEP UP WITH GROWING WORKLOAD, I.E.,  
INITIAL CONTACT WITH PROSPECTS WILL BE BY MAIL WITH ONE  
TELEPHONE FOLLOWUP TWENTY DAYS AFTER MAILING BUT SUSPECTS  
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THIS MAY RESULT IN FEWER PROSPECT RECOMMENDATIONS. ALSO  
SINCE COMMERCIAL OFFICER POSITION HAS BEEN ABOLISHED,  
TORONTO RECOMMENDS THAT POST BE EXEMPTED FROM ALL CCP  
RESPONSIBILITIES.

12. VANCOUVER COMMENTED THAT, WITH MINOR EXCEPTIONS, ALL  
ACTIONS CONTEMPLATED UNDER FY 78 HAVE BEEN COMPLETED.  
NO FRUTHER ACTION PLANNED CAMPAIGNS 4 AND 7 OTHER THAN  
PROMOTION POLLUTION ENGINEERING CONGRESS AND EXPO. WILL  
CONTINUE PROMOTING TRADE SHOWS UNDER CAMPAIGN 10. CCP  
ACTIONS DURING FOURTH QUARTER NECESSARILY RESTRICTED  
BECAUSE COMMERCIAL OFFICER WILL BE UTILIZED IN CONSULAR  
SECTION FOR EXTENDED PERIODS AND EXPERIENCED LOCAL  
EMPLOYEE IN ECON/COMMERCIAL SECTION LEAVING END OF JULY.  
PLANNED ACTIONS INCLUDE CONTINUING ASSISTANCE TO INVESTORS,  
JAUOR PROJECT REPORTING, AND FOREIGN TRADERS INDEX INPUT  
AS REQUESTED BY COMMERCE. ENDERS

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## Message Attributes

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